

A Platform for Social Networking

Felipe Azevedo¹, Marco Aurélio Spyer² and Anelise Prates³

¹ E-Guru, São Paulo, Brazil

² E-Guru, São Paulo, Brazil

³ E-Guru, Belo Horizonte, Brazil

Abstract – The use of technology offered by web 2.0 in business environment begins a successful story in several areas of application. This paper demonstrates a pioneering and practical use that has been made to the development of the organizational area of a multinational bank, in the Brazilian market. This is a social networking platform aimed to guide the career of university students in Brazil.

Index Terms— Social networking, communities, web 2.0 in companies.

I. INTRODUCTION

This product was originally a demand of the Organizational Development Area of Santander Group in Brazil to E-Guru, one of the leading companies in the sector of corporate education in the country.

The objective of the Platform, called “Paths & Choices”, is to be a relationship channel with the young public, especially the university sector. The strategy was to use the Platform to promote an approach between the target audience and the bank, around the theme of career guidance.

By offering various services of training and information to university students, the platform creates an original and unique environment, highly interactive, so that players know the characteristics of the financial sector, in particular, peculiarities of the company.

The platform, in its initial phase of release, offers the following features:

1. Dynamic Games for reflection on the choice of career.
2. E-learning courses on activities within the bank.
3. Chat with experts on financial practices of career development.
4. Selected articles on career guidance.
5. Videos with professionals that have succeed in their career.
6. Communities, with tools for blogs and forums, on topics of interest of the participants.
7. Social network game on business finance.



Figure 1: Main screen of the user, formatted for himself in terms of content and visual aspects.

II. CONCEPT

To understand the origin of this product is necessary to understand a little bit more of the recruitment process and talent selection usually performed by large companies.

The attraction and selection of trainees is done in a concentrated period of the year, through advertisements of a few, but large companies, when they do selective processes of 2 to 3 months to select, among thousands of applicants, just a number of 20 talent or so.

The unit cost is relatively high and this process has not shown efficacy and expected returns. After two years in the company, people who stay are around 30%, for several reasons.

This process has been challenging the human resources area and nothing better than to consult those involved to seek a solution. So, after calling representatives of the university segment some important principles for an innovative project were defined:

- a) The process of attracting employees in general, rather than once a year should be continued in their core strategy
- b) Two vectors of actions should be envisaged: one toward the candidates that should be more aware of the company's activity, even before being

- hired, another to provide a service relevant to the university sector and society in general.
- c) Communication and consultation with the target audience should be constant and permanent for new direction, keeping the collaborative process of creating services to be offered on the platform.
 - d) The individuality and freedom within the scope of participation should be respected so that each one had the sense to own their relationship space.
 - e) Experimentation and professional experiences should be the main line transfer of information and knowledge.
 - f) The solution to be offered should be near the media of Generation Y, which is aligned with the latest social networking tools.

Given these assumptions E-Guru has developed the platform shown in Figure 1 (participant's screen) that offers a new concept, converging on a single channel learning, communication and relationship.

We mention below some of the features of this solution:

1. Flexibility to add new content sections, without affecting the structure of the platform.
2. Structure of the sections for the various functions: learning, videos, social networking communities.
3. Additional stimulus is given by a score as a result of the activities done by user and which may be exchanged for prizes.

Another special feature offered by the platform is its flexibility and usability, increasingly required in web solutions.

In this respect this platform presents some innovations in relation to most other marketing tools available:

1. User is able to define the content sections and their ordering by simple drag (offset) on the screen.
2. Side navigation, putting in the home screen those sections of content which are access most frequently.

As a fundamental task for the attractiveness of the platform, content have also been developed considering the most effective teaching methods for a wired and experimental generation.

Among them we highlight:

1. **Games to reflection of the career:** interactive activity where the participant walks along a trail that has several stops to reflect about his values, history and life goals, and concepts that will help him make better choices in terms of choice of career. (Figure 2).
2. **Virtual Tour at the Bank:** activity where the participant can move between different areas of the bank, knowing the main functions performed by each of them. Navigation is made in the best interests of the participant. (Figure 3).
3. **Workshops Activities in the bank:** simulation of the tasks performed on the daily bases of the bank, where the participant exercises, with guidance, like a professional of the company. (Figure 4).



Figure 1: Game to reflection of the career



Figure 2: Panel with 3D elements created for accessing all the areas of the bank through a virtual tour.



Figure 4: Simulation environment of the activity
“Analysis of Credit Risks”

III. INSTANT RESULTS

The platform “Paths & Choices”, which had its launch to the market place in the first half of this year, had a strong involvement of the deans of leading universities in Brazil.

As a result of the uniqueness of its application, the project also had intense press coverage in general and specialized human resources sector.

Finally, the target audience of university students reacted strongly positive with a heavy flow of adherence to the platform, soon after its launch.

The creation of diverse communities around topics of special interests proved the opportunity to fill the gap of a product/service aimed to guide the careers of young people.

IV. CONCLUSION

The initiative of using a platform for the relationship between a company and one of its key audiences of interest shows how Web 2.0 can be used in a practical way for the business sector but also in favor of the target community, in this case, the university segment, providing a differentiated service in an issue that is important to many young people: the choice and definition of their career.

Moreover, this case exemplifies a new way of identifying potential candidates to the various professional opportunities within the company.

The candidates identified through the platform and with professional affinities involving financial activities, should increase rather their life cycle within the company since the high turnover of candidates was identified as a problem by the company.

REFERENCES

- [1] Spyer, Marco Aurelio, Web 2.0 em ação nas empresas, artigo publicado no site www.e-guru.com.br, April, 2010, São Paulo – Brazil.
- [2] Spyer, Marco Aurelio, Trabalhando com comunidades empresariais, artigo publicado no site www.e-guru.com.br, April, 2010, São Paulo – Brazil.

AUTHORS

M.A. Spyer is with E-Guru, São Paulo unit, SP, Brazil (e-mail: spyer.prates@e-guru.com.br).

A. Prates is with E-Guru, Belo Horizonte unit, MG, Brazil (e-mail: anelise.spyer@e-guru.com.br).

F. Azevedo is with E-Guru, São Paulo unit, SP, Brazil (e-mail: felipe.azevedo@e-guru.com.br).

Manuscript received April, 2010.

Published as submitted by the author(s).